



Conclusion

RTÉ adopted a robust, collaborative and outward-looking approach when developing its strategy. It engaged with its audience and consulted with a wide range of stakeholders.

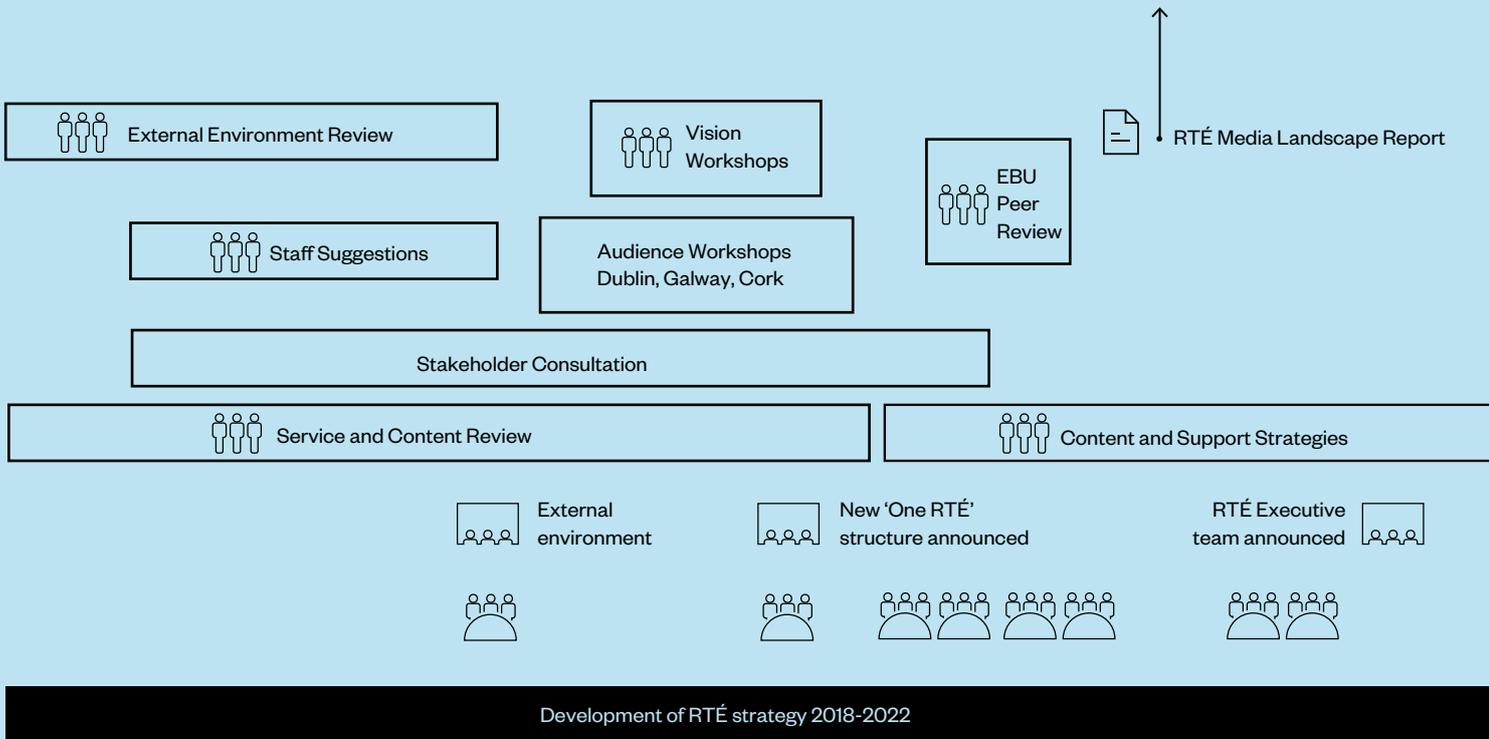
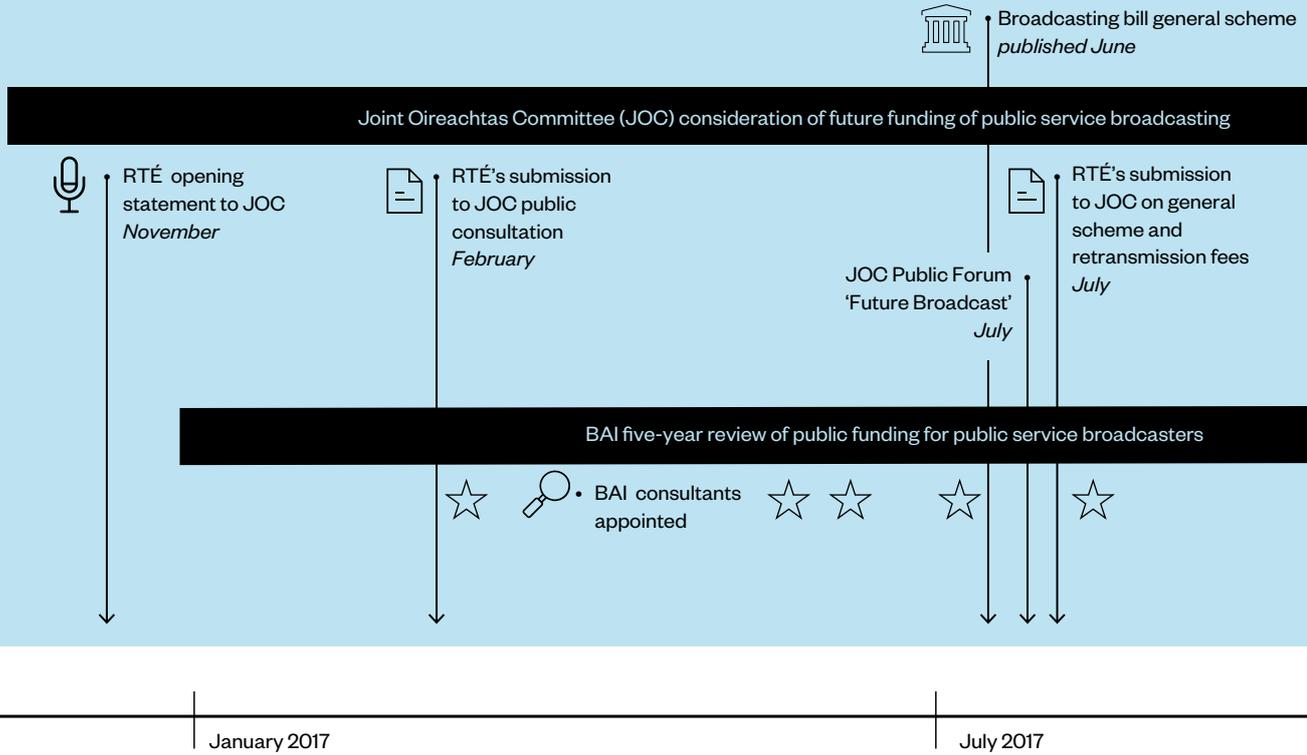
More than 300 staff members engaged in various ways – contributing to and leading working groups, participating in workshops, submitting suggestions and attending staff presentations.

The RTÉ Executive extensively considered, debated and assessed options before making decisions and the RTÉ Board was closely engaged in developing the strategy.

RTÉ has submitted its strategy to the BAI and its consultants for review. This will inform the BAI's report to the Minister in the New Year.

The Minister and Cabinet will then consider the BAI's report in determining the future public funding for RTÉ.

Conclusion



★ BAI /consultant meetings

👤👤 RTÉ staff involvement & working groups

👥 RTÉ all - staff sessions

👤👤 Key RTÉ Executive and Board meetings

📄 JOC report to the Minister
November



Review of RTÉ strategy

📄 • BAI report and recommendations to Minister
Date TBC

January 2018

July 2018

↑
RTÉ strategy 2018-2022 submitted to BAI
October

Ministerial review and Government response on public service broadcasting funding

Detailed planning, launch and implementation of 2018-2022 strategy

👥 Strategy launch



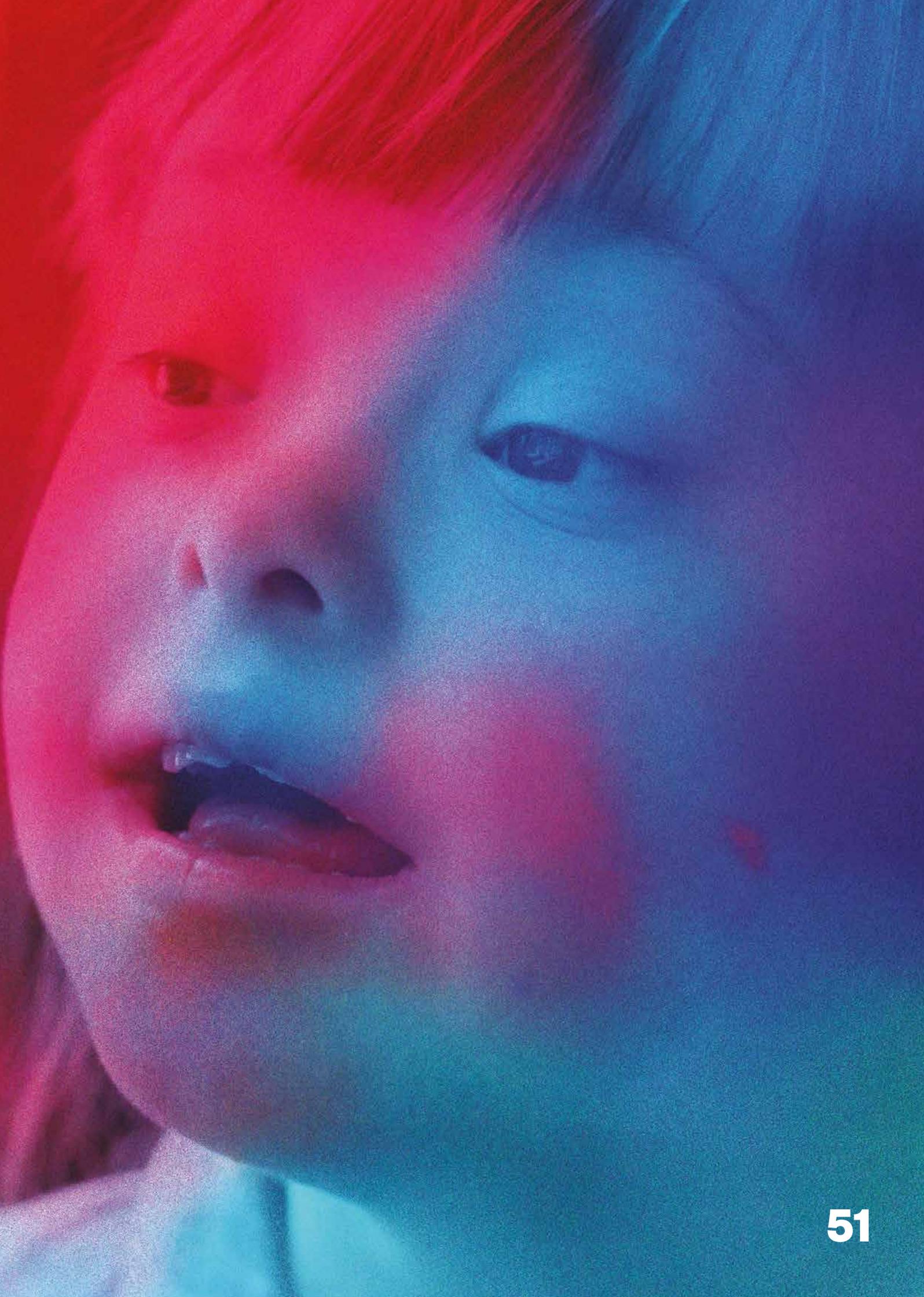
Transition to new 'One RTÉ' structure

Conclusion

The media sector is undergoing significant change. The accelerating innovation of today is challenging long-established patterns. Global platforms are increasingly influential, particularly among younger audiences. As broadband speeds and coverage improve, and devices become smarter, the effects on Irish media will be more rapid and profound.

And with change, comes opportunity, the chance to re-imagine, renew and evolve. And with this strategy, that is what RTÉ is intent on doing.

RTÉ is responding by transforming for the next generation, so that it continues to play the central role in Irish life, culture and discourse that it has across the years.



Conclusion

Through this strategy, RTÉ will re-imagine PSM so that it works for and engages everyone, wherever they are. RTÉ will invest in high-quality Irish programming and online content. News and current affairs, drama and comedy, sport, entertainment and music, arts and culture, factual, and children and young people's programming will be its key content pillars. Innovation and partnership, particularly with the independent sector, will be RTÉ's lifeblood.

RTÉ cannot sustainably transform itself to achieve this strategy without additional resources. Its success therefore is contingent on a range of factors including funding reform, and national policy support.

Ireland deserves to have a public service media of sufficient scale, quality and relevance that can meet the needs of all its citizens and stand among its international peers. RTÉ looks forward to delivering against its unique public service mandate over the next five years and beyond, to fulfil this vision.

